

WHAT IS CLAIMED IS:

1. (amended): A material (100) for covering a wide, rigid surface (1) of a home or building, the material being in the form of a flexible laminate having a fastening side comprising a sheet-form fastener component with hook-engageable loops defined by a knit or non-woven web material (12) having a basis weight of less than about 4 ounces per square yard (136 grams per square meter), and an opposite side formed by a sheet of paper (9) laminated to the fastener component, such that the laminate has significantly greater stiffness in the plane of the laminate than the knit or non-woven web material without the sheet of paper, yet is sufficiently flexible to be rolled up for storage and transport to increase the dimensional stability of the fastener component for covering and fastening over a wide area.

2. (amended): The material (100) of claim 1 wherein the sheet-form fastener component (12) is in a laterally stretched condition as laminated to the paper (9).

3. (amended): The material (100) of claim 1 or 2 wherein the paper (9) has a lateral stiffness at least as great as that of 85 pound Kraft paper.

4-9. (canceled)

10. (amended): The material (100) of claim [[9]] 1 wherein the web material comprises a non-woven web (12) of entangled fibers, the fibers forming a sheet-form web body stabilized in a condition of at least about 50 percent areal stretch.

11. (amended): The material (100) of claim [[9]] 1 wherein the web material (12) comprises a non-woven web of entangled fibers, the fibers forming a sheet-form web body stabilized in a condition of at least about 20 percent areal stretch, in which hook-engageable loops extend in clusters from tightened entanglements within the web body,

the entanglements being joined together by straightened fibers, ~~the product having a basis weight of less than about 4 ounces per square yard and~~ at least some of the fibers having a fiber denier of less than 3.

5 12 (amended): The material (100) of claim ~~[[9]]~~ 1 wherein the web material (12) comprises a non-woven web of entangled fibers and includes a binder resin anchoring hook-engageable fibers or yarns and constituting between about 20 percent and 40 percent of the weight of the material.

10 13-15. (canceled)

16. (amended): The material (100) of any of the above claims in roll form, with the fastening side directed inwardly.

15 17. (amended): The material (100) of any of the above claims wherein the paper (9) has an exposed surface suitable for printing or writing thereupon.

18. (amended): A method of securing an object (2,5,7) over a broad, rigid surface (1) of a home or building, the method comprising
20 ~~permanently securing~~ placing a primary female touch fastening material to against the broad surface, the material being in the form of a flexible laminate (100) having a fastening side comprising a sheet-form fastener component with hook-engageable loops defined by a knit or non-woven web material (12) having a basis weight of less than about 4 ounces per square yard (136 grams per square meter), and an
25 opposite side formed by a sheet of paper (9) laminated to the fastener component to increase the dimensional stability of the fastener component;
 providing a complementary hook fastener component (16) on the object to be secured; and then

placing the object against the primary female touch fastening material to releasably secure the object in place.

19. (amended): The method of claim 18 wherein the broad surface (1) is a subfloor, and the object is a discrete piece of flooring to be secured to the subfloor.

20. (amended): The method of claim 19 wherein the ~~sheet-form fastener component~~, female touch fastening material and the complementary hook fastener component [(1)] (16) are selected to provide a backlash between adjacent pieces of flooring (2,5,7), when one of the adjacent pieces is subjected to a separating load of 10 pounds (44 Newtons), of less than about 0.020 inch (0.5 millimeter), preferably less than about 0.015 inch (0.4 millimeter).

21. (amended): The method of claim 20 wherein the backlash is at least 0.001 inch (0.025 millimeter).

22. (amended): The method of any of claims 18 to 21 wherein the ~~sheet-form fastener component~~ female touch fastening material is in a laterally stretched condition as laminated to the paper (9).

23. (amended): The method of any of claims 18 to 22 wherein the paper (9) has a lateral stiffness at least as great as that of 85 pound Kraft paper.

24-28. (canceled)

29. (amended): The method of claim [(28)] 18 wherein the web material (12) comprises a non-woven web of entangled fibers and includes a binder resin anchoring hook-engageable fibers or yarns and constituting between about 20 percent and 40 percent of the weight of the web material.

30. (canceled)

31. (amended): The method of any of claims 18 to 30 including unrolling the
5 ~~primary~~ female touch fastening material directly onto the broad surface (1).